



COUNTY OF LOS ANGELES

DEPARTMENT OF PUBLIC WORKS

"To Enrich Lives Through Effective and Caring Service"

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GAIL FARBER, Director

ADDRESS ALL CORRESPONDENCE TO:
P.O. BOX 1460
ALHAMBRA, CALIFORNIA 91802-1460

March 01, 2011

ADOPTED

BOARD OF SUPERVISORS
COUNTY OF LOS ANGELES

The Honorable Board of Supervisors
County of Los Angeles
383 Kenneth Hahn Hall of Administration
500 West Temple Street
Los Angeles, California 90012

31 March 1, 2011

Sachi A. Hamai
SACHI A. HAMAI
EXECUTIVE OFFICER

Dear Supervisors:

**APPROVE DISBURSEMENT OF FUNDING FOR THE
EAST LOS ANGELES WORKS PROJECT AND DELEGATE AUTHORITY
TO THE DIRECTOR OF PUBLIC WORKS TO EXECUTE AN AGREEMENT
WITH THE LOS ANGELES COUNTY METROPOLITAN TRANSPORTATION AUTHORITY
COUNTY UNINCORPORATED COMMUNITY OF EAST LOS ANGELES
(SUPERVISORIAL DISTRICT 1)
(3 VOTES)**

SUBJECT

This action is to authorize the Director of Public Works or her designee to enter into an agreement with the Los Angeles County Metropolitan Transportation Authority and to approve funding for the East Los Angeles Works project. The project will develop and implement a marketing plan to attract greater ridership on the Metro Rail Gold Line and connecting bus service in the County unincorporated community of East Los Angeles.

IT IS RECOMMENDED THAT YOUR BOARD:

1. Approve the disbursement of \$100,000 from the First Supervisorial District's Proposition A Local Return Transit Program included in the proposed Fiscal Year 2011-12 Transit Enterprise Fund Budget to finance the costs of the project.
2. Authorize the Director of Public Works or her designee to negotiate and execute a funding agreement with the Los Angeles County Metropolitan Transportation Authority for the East Los Angeles Works project and act as an agent for the County of Los Angeles when conducting business with the Los Angeles County Metropolitan Transportation Authority on any matters related to this project, including negotiating and executing any amendments.

PURPOSE/JUSTIFICATION OF RECOMMENDED ACTION

This action will provide funding for the East Los Angeles Works project, which will identify ways to attract greater ridership on the Metro Rail Gold Line and connecting bus service to and from East Los Angeles destinations and authorize the Director of Public Works or her designee (Director) to execute an agreement in a form approved by County Counsel.

Implementation of Strategic Plan Goals

The Countywide Strategic Plan directs the provisions of Operational Effectiveness (Goal 1) and Community and Municipal Services (Goal 3). This project will develop and implement a marketing plan to attract ridership on the Metro Rail Gold Line and connecting bus service to and from East Los Angeles destinations, thereby improving the quality of life for residents in the First Supervisorial District.

FISCAL IMPACT/FINANCING

There will be no impact to the County General Fund.

The County of Los Angeles (County) contribution will be a not-to-exceed amount of \$100,000.

The necessary funds to finance the cost of the project will be made available in the First Supervisorial District's Proposition A Local Return Transit Program included in the proposed Fiscal Year 2011-12 Transit Enterprise Fund Budget.

FACTS AND PROVISIONS/LEGAL REQUIREMENTS

The County and the Los Angeles County Metropolitan Transportation Authority (LACMTA) intend to have a ridership marketing impact report prepared for the East Los Angeles community that will identify ways to attract greater ridership on the Metro Rail Gold Line and connecting bus service to and from East Los Angeles destinations. The East Los Angeles Works project will develop a plan to encourage the use of public transit by advertising LACMTA's service in East Los Angeles, which provides connections to dozens of key destinations throughout Los Angeles.

The marketing plan will target existing riders through onboard materials and non-riders through the use of press releases, field events, marketing, and advertising materials. This project will also employ social media, outdoor advertising, and Metro marketing field representatives to encourage the use of public transit on the Metro Rail Gold Line and connecting bus service in East Los Angeles.

The County will enter into an agreement with LACMTA to participate in financing a portion of the cost of the project. The agreement will be approved as to form by County Counsel prior to execution by the Director.

ENVIRONMENTAL DOCUMENTATION

Execution of the agreement is not a project pursuant to the California Environmental Quality Act (CEQA) because it is an activity that is excluded from the definition of a project by Section 15378(b) of the State CEQA Guidelines. This proposed action is an administrative activity of government that will not result in direct or indirect physical changes to the environment and will create a government funding mechanism that does not involve any commitment to a specific project that may result in a potentially significant physical impact on the environment.

IMPACT ON CURRENT SERVICES (OR PROJECTS)

The project will develop and implement a marketing plan to encourage greater use of public transit on the Metro Rail Gold Line and connecting bus service in East Los Angeles and neighboring communities.

CONCLUSION

Please return one adopted copy of this letter to the Department of Public Works, Programs Development Division.

Respectfully submitted,

A handwritten signature in cursive script that reads "Gail Farber".

GAIL FARBER
Director

GF:JTW:yr

c: Chief Executive Office (Rita Robinson)
County Counsel
Executive Office